

Message Text

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PAGE 01 LONDON 00935 181812Z
ACTION COME-00

INFO OCT-01 EUR-12 EB-08 ISO-00 USIA-15 /036 W
-----045955 190939Z /10

R 181751Z JAN 78
FM AMEMBASSY LONDON
TO SECSTATE WASHDC 2161

UNCLAS LONDON 00935

E.O. 11652: N/A
TAGS: BEXP, UK
SUBJECT: RECOMMENDED CHANGES TO FY 1978 CCP (UK)

1. FOLLOWING CHANGES REFLECT ALTERATIONS TO UK EVENT SCHEDULE, INCREASED ATTENTION TO PROVISION OF BUSINESS SERVICES, AND CONSEQUENT SHIFT OF RESOURCES TO BOLSTER COMMERCIAL LIBRARY STAFF AND PERMIT MORE RAPID FTI UPDATE

A. CAMPAIGN 1: MANAGERS NOW FSL COLIN MOORE AND FSO ROBERT HIGGINS. ACTIONS 8 AND 9 ARE DROPPED DUE DECISION NOT TO EXHIBIT AT PEP SHOW.

B. CAMPAIGN 2: US OFFSHORE OIL-RELATED EQUIPMENT IS FIRMLY ESTABLISHED IN UK MARKET, AND UK GOVERNMENT POLICY IN FACT HAS PROMPTED NUMEROUS US FIRMS TO BEGIN MANUFACTURING IN BRITAIN. THESE FACTS, COUPLED WITH DECISION NOT TO EXHIBIT IN SPE SHOW, RECOMMEND DESIGNATING THIS CAMPAIGN AS ACTIVITY 7.

C. CAMPAIGN 3: MANAGERS ARE NOW FSO JAY DEHMLOW AND FSL COLIN MOORE. CAMPAIGN RENUMBERED 2.

D. CAMPAIGN 4: MANAGERS ARE NOW MOORE AND DEHMLOW. RENUMBERED 3.

E. CAMPAIGN 5: IN ABSENCE OF ANY PROMOTIONAL EVENT,
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DATA COMMUNICATIONS IS REDESIGNATED ACTIVITY 2.

F. CAMPAIGN 6. RENUMBERED 4.

G. CAMPAIGN 7: DUE CANCELLATION OF SEPTEMBER LTC SHOW, HEALTH CARE EQUIPMENT IS REDESIGNATED ACTIVITY 5.

H. CAMPAIGN 8: ABSENCE OF IN-STORE PROMOTION FUNDS
RECOMMENDS REDESIGNATION AS ACTIVITY 6.

I. CAMPAIGN 9: OUT COMPLETELY, SINCE ENTIRE CAM-
PAIGN WAS BASED ON FARNBOROUGH AIR SHOW PARTICIPATION
NOW CANCELLED.

J. CAMPAIGN 10: MANAGER IS NOW FSO CHARLES PRINDE-
VILLE. RENUMBERED CAMPAIGN 5.

K. ACTIVITY 2: BUSINESS DAY ACTIVITY DROPPED, AND
REPLACED BY DATA COMMUNICATIONS PER 1.E. ABOVE.

2. CAMPAIGN THEME, ACTIONS AND MANAGEMENT FOR NEW
CAMPAIGN 6 WILL BE DETERMINED WHEN PRODUCT THEME FOR
SEPTEMBER LTC SHOW HAS BEEN DECIDED.

3. REQUEST WCAG'S REACTION TO PARA 1 PROPOSALS.

BREWSTER

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NNN

Message Attributes

Automatic Decaptioning: X
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Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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TAGS: BEXP, UK
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